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Attached for your information, retention and such action as you consider appropriate.

Att: DD/A 75-1100

The Design Reality Quarterly 94/95

cc : Director of Logistics/DDA

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The Second Federal Design Assembly held last September made an important contribution to heightening Federal administrators' awareness of the importance and relevance of design to their managerial responsibilities. As one of the four initiatives comprising the Federal Design Improvement Program, the Assembly provided an effective forum for showcasing the Program's achievements, as well as showing administrators and designers alike how significant design improvement can become a reality in the Federal Government.

The enclosed issue of DESIGN QUARTERLY contains the proceedings of the two-day Assembly. The 800 Federal administrators, designers, state government representatives and members of the press who attended the assembly will find these proceedings highlight the major issues addressed by each of the Assembly's speakers. And for the many persons who expressed interest in the Assembly but who were unable to attend, these proceedings provide a thorough overview of the Assembly's events and presentations.

We believe you will find the proceedings stimulating.

Nancy Hanks

Chairman (1974)

Federal Council on the Arts

and the Humanities

and

Chairman

National Endowment for

the Arts

John Richardson, Jr.

Chairman

Second Federal

Design Assembly

Assistant Secretary of State

for Educational and

Cultural Affairs

Federal Council on the Arts and the Humanities, Washington, D.C. 20506